



	WDJT-TV-LP
Primary AE:	<u>Matthew Norten</u>
Sales Office:	<u>HDC</u>
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$5,800.00	\$4,930.00	0.00
Totals	15	\$5,800.00	\$4,930.00	0.00

Order Share	Share	Total
WDJT-TV-LP	11%	\$5,800.00
Market	100%	\$52,727.27

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$20,036.36
WITI	28%	\$14,763.64
WMLW-	1%	\$527.27
WPXE	0%	\$0.00
WTMJ	22%	\$11,600.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/17/12	08/17/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p ----1--	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--		1		\$225.00			0.00			
E 2	WDJT	08/20/12	08/20/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p 1-----	:30	1	\$225.00	P-2	0.00	NM	↑	\$225.00
5PM NEWS														

Advertiser:	<u>Poll/T Baldwin/D/Sen/WI</u>
Product Desc:	<u>BALDWIN FOR SENATE</u>
Estimate:	

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	08/20/12	08/20/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	1-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/20/12	08/26/12	1-----			1				\$225.00			0.00		
E 3	WDJT	08/18/12	08/18/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
WHEEL/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/13/12	08/19/12	-----1-			1				\$250.00			0.00		
E 4	WDJT	08/17/12	08/17/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/13/12	08/19/12	----1--			1				\$500.00			0.00		
E 5	WDJT	08/20/12	08/20/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/20/12	08/26/12	1-----			1				\$500.00			0.00		
E 6	WDJT	08/17/12	08/17/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/13/12	08/19/12	----1--			1				\$500.00			0.00		
E 7	WDJT	08/20/12	08/20/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/20/12	08/26/12	1-----			1				\$500.00			0.00		
E 8	WDJT	08/17/12	08/17/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	----2--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/13/12	08/19/12	----2--			2				\$175.00			0.00		
E 9	WDJT	08/20/12	08/20/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	2-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/20/12	08/26/12	2-----			2				\$175.00			0.00		
E 10	WDJT	08/17/12	08/19/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	----FSS	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/13/12	08/19/12	----FSS			3				\$600.00			0.00		
E 11	WDJT	08/20/12	08/20/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:	08/20/12	08/26/12	1-----			1				\$600.00			0.00		
Totals													15	\$5,800.00	